

Research Interests of Staff
Department of Marketing and International Business 2023-24

Prof. BARNES Bradley R., *Professor; Special Advisor to the President; BA (Sheffield); MSc (Huddersfield); PhD (Leeds)*

International management; Global marketing; Guanxi relationships.

Prof. LUI Hon-Kwong, *Professor; BSc (London); MSocSc, PhD (HKU)*

Labour economics; Applied marketing research; Hong Kong economy.

Prof. CUI Geng, *Professor; BA (Peking); MPS (Cornell); PhD (Connecticut)*

China consumer market; FDI strategies and performance; Interactive marketing; E-Commerce; Data mining using machine learning.

Prof. CHOW Kong-Wing, Clement, *Adjunct Professor; BSocSc (CUHK); MA (Queen's); PhD (Western Ontario)*

Civil aviation and tourism research.

Prof. PENG Ling, *Associate Professor and Head of Department; BEng (Renmin); MEcon (Sun Yat-sen); PhD (Alberta)*

Marketing measurement, New product and innovation management; E-commerce and social media; Consumer behaviour.

Prof. POON Shing-Chung, Patrick, *Professor of Teaching; Associate Dean (Undergraduate Studies); Director of Undergraduate Business Programmes; METM, PhD (Queensland)*

Cross-cultural marketing; Services marketing; Consumer behaviour; New product development; Brand management; Tourism marketing.

Prof. WHITLA Paul A, *Professor of Teaching; Associate Director of Undergraduate Business Programmes; BA (Manchester Metropolitan); MBA (Manchester); PhD (PolyU)*

Globalisation in service industries; Multinational business strategy; Marketing strategy in Asia-Pacific; Sports marketing and internationalisation.

Prof. CAO Cong Clark, *Assistant Professor; BM, MMgt (Jiaotong, Shanghai); PhD (Arizona)*

Consumer psychology and consumer neuroscience; Basic motivation; Collecting behavior; Information processing.

Research Interests of Staff
Department of Marketing and International Business 2023-24

Prof. CHUNG Yu-Ho, Sebastian, *Assistant Professor; MSc (HKBU); MSc (Kent); BSc, PhD (CUHK)*
Social media; Content marketing; Moment-to-moment data; Psychometric model.

Prof. HE Dongjin, *Assistant Professor; BBA (JUFE); MSc (ZUEL); PhD (PolyU)*
Social influence on consumer behaviour; Prosocial behaviour; Social signaling; Gift giving, Visual marketing;
Alliance; Marketing communications; Self-control; Branding.

Prof. LI Yiwei, Victor, *Assistant Professor; BBA, MS, PhD (CUHK)*
Methodologies: Field experiment; Applied econometrics; Bayesian statistics; Machine learning.
Topics: Social network; Influencer marketing; Crowdfunding; Mobile marketing; Word of mouth; Behavioural economics.

Prof. WANG Qian, *Assistant Professor; BS (U. of Science and Technology of China), PhD (CityU)*
Price match; Priority pricing in queues; Game theory; Stylized models; Interface between marketing and operations research.

Prof. WANG Xiang, *Assistant Professor; BS (Fudan); PhD (UFlorida)*
Consumer psychology; Resource scarcity; Consumer uncertainty; Algorithms and consumer choice.

Prof. OH Ga-Eun, Grace, *Research Assistant Professor; BBA, MS (Seoul National); PhD (HKUST)*
Consumer psychology; Self-control; Food consumption; Health behaviour; Aging consumers/workers; Social influence.

Prof. QI Suntong, Stone, *Assistant Professor of Teaching; Associate Director of DBA in Global Digital Economy and Governance; BBA, MPhil (LU); PhD (CUHK)*
Consumer decision-making; Shopping experiences.

Dr. KEUNG Kwai-Fun, Hilda, *Lecturer; BA (PolyU); MA (HKBU); MSc (CityU); PhD (HKBU)*
Artificial intelligence; Consumer psychology; Social media; Teaching and learning

Dr. WONG Man-Chung, Albert, *Lecturer; BSocSc (CUHK); MSc (CityU); DBA (Newcastle)*
Buyer behaviour; Corporate social responsibility; Social Media

Updated on 2 April 2024

Page 2 of 2